skillz to pay the billz: jobs for/in/about web authoring
due by noon on Sunday, April 3

PURPOSE OF THIS MODULE

This module will allow you a space to: 1) explore jobs related to web authoring, 2) do some research on a company hiring for a web-authoring position, and 3) articulate your next steps—what you want to do or develop in terms of your web-authoring skills.

You have ample room to remix this module as you see fit; that is, I still expect you to look at the “Getting Started” readings and web sites, but when you hit the “Searching for Jobs” part of the module, know that I have recommended you search for jobs related to web authoring and web design, but you can search for whatever jobs you’re interested in researching.

If you’re graduating soon, this is a great space to dig deeper into what job calls are available and what skills are recommended.

If you’re a sophomore just starting to think about the big picture and where you might head after you graduate, this is a great time to explore what possibilities are out there.

So, the product of the module should be as indicated below, but how you get to that product is up to you.

The product of this module is a web page in which you address the three points above after you’ve done some job searching, company exploring, and reflecting upon what you’ve learned in this class.

GETTING STARTED

1. Read...

...a couple of “day in the life” articles...

- A Day in the Life of the MDA Web Guys
  http://www.michigan.gov/mda/0,1607,7-125-1572_2892_22583-70860--,00.html

- A Day in the Life of a Webmaster
  http://webdesign.about.com/cs/jobs/a/aa041398.htm

- A Day in the Life of a Web Manager
  http://www.hennigweb.com/presentations/simmons2/
• Day in the Life of a Website Designer  

• A Day in the Life of a Macromedian  
  http://www.actionscript.com/archives/00000572.html

...a couple of job and industry overview articles...

• Webmaster Career Overview  

• 21st Century Web Design Essentials  
  http://www.sitepoint.com/article/1164

• Industry Overview: Internet & New Media  
  http://www.wetfeet.com/asp/industryprofiles_overview.asp?industrypk=1

• Career Overview: Web Design  

• Career Overview: Web Development  

• Career Overview: Web Design  
  http://www.web-design-schools.net/web-design-profile-overview.htm

...a couple of online portfolios and resumes of web-development professionals...

• Jenifer Hanen  
  http://www.blackphoebe.com/resume/

• Nick Finck  
  http://www.nickfinck.com/resume.html

• Jackie Adams  
  http://www.jackieadams.net/resume.html

• Ted Johnson  

• Ryan Mears  
  http://www.freeradicalstudio.com/

• Eliot Lee  
  http://www.anthrotech.com/docs/eliotlee_resume.php

SEARCHING FOR JOBS

2. Check out some online job/career sites. Search for jobs that require web-authoring, web-design, and/or web-development skills. Try to find a job you’d actually want. You might start at:

• Monster Jobsearch  
  http://jobsearch.monster.com/

• Yahoo! Hot Jobs  
  http://hotjobs.yahoo.com/

• CareerBuilder Find Jobs  
  http://www.careerbuilder.com/JobSeeker/
• Best Jobs USA  
  http://www.bestjobsusa.com/

• AllJobSearch (metasearch engine)  
  http://www.alljobsearch.com/

• Jobs at Nonprofits  
  http://www.jobsatnonprofits.com/

• Riley Guide: Job Listings (list of job search sites)  
  http://www.rileyguide.com/multiple.html

CONSTRUCTING SKILLS LISTS

3. Once you’ve looked at a few job posts (how many you search for and look at is up to you), make a list of skills employers seem to desire in a job candidate. Organize these skills by categories, such as:

• **software and/or hardware skills:** for example, “at least one year of experience with Adobe Photoshop a must”

• **technical skills:** for example, “must have experience with all modern web technologies including HTML, XML, CSS, JavaScript and ASP”

• **design skills:** for example, “experience with corporate graphic design and web screen design”

• **communication skills:** for example, “must have excellent verbal and written skills”

These are only examples—feel free to create additional categories. Try to come up with 5–10 skills for each category. You will include the lists you create in your web page.

Be sure, as you copy and paste information from the job postings you are reviewing, that you also include information about the job (e.g., “Monster.com, posted 11/4/04, Flash Web Designer/Graphic Design Specialist”).

RESEARCHING A COMPANY

4. Next, choose one of the job posts you’ve reviewed, and head to the company’s web site.

   a. Explore the company’s web site. Take a look at the interface—the colors, the navigation, the graphical material, the textual information.

   b. Read through some of the company’s materials (e.g., the mission statement, press releases, statements from the executive board, information about their products).

   c. Reflect on how the web site does (or does not) reflect certain company values. Try to make some connections between the list of skills you’ve created, the specific job post you reviewed for this company, and the company’s web site. What does the web site tell you about the company? About working for this company?

THINKING ABOUT WHAT’S NEXT

5. The goals of this class were to build skills so that we can:

   • make sound and informed technical, rhetorical, and design-related choices;

   • apply sophisticated strategies for web writing and digital content development;

   • critique, update, and troubleshoot web sites we’ve created; and

   • continue to develop our skills in designing and creating web sites.
In what ways do you think this introductory class has helped you as a web author? Has this class met the goals listed above?

What are your next steps? That is, what skills and techniques do you feel you still need to learn? How will you learn them? What further education or training will you seek?

You might address how this course has helped (or not helped!) prepare you to interview at and perform the jobs described in the job posts you found. You might also address what aspects of this class and the technologies we’ve explored surprised you, didn’t surprise you, inspired you, etc.

It is perfectly okay at this point to see this course as the end of your web-authoring career—if you don’t plan on taking any other web-authoring classes, and/or don’t plan to seek a job that relates in any way to web-authoring.

That’s cool, but be sure to mention this fact in your summary web page and see if you can come up with any ways this class might have been helpful in general (i.e., in your major or in your career training in general).

TURNING IN YOUR WORK & GETTING CREDIT

The product of this module is a web page (or set of pages). In this page or pages, be sure to include:

- A brief overview or introduction to what you found, learned, etc.

If you have shifted the direction of this module, be sure to mention so here (e.g., “I am graduating with a degree in Advertising next semester, so for this module rather than focusing on web-authoring jobs, I looked specifically for jobs in Advertising that require technical skills that may or may not be anchored to designing and writing for the web”).

- Your list of job candidate skills, organized by categories (Task 3, above).

- A summary related to the company you chose to research, and addressing some of the questions listed above (Task 4).

- A summary related to the goals of this class and your future directions (Task 5, above).

Upload the URL of your web page to ANGEL; total points possible: 100.